

LUXURY MARKETING



LUXURY MARKETING: 5 WAYS TO MARKET PRESTIGE BRANDS

Explore how luxury brands use digital and social media to build proximity to consumers whilst maintaining distance in an 'unselling' strategy.

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BIG DATA



WARC WEBINAR: DOES BIG DATA INSPIRE OR HINDER CREATIVE THINKING?

Ben Essen, Head of Planning at Iris and the winner of the Admap Prize 2015, discusses why the pursuit of certainty of outcome through data stifles creative innovation and why we should look for the outliers within the data.

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